

Ireland & UK Opportunities



About ExportExplore

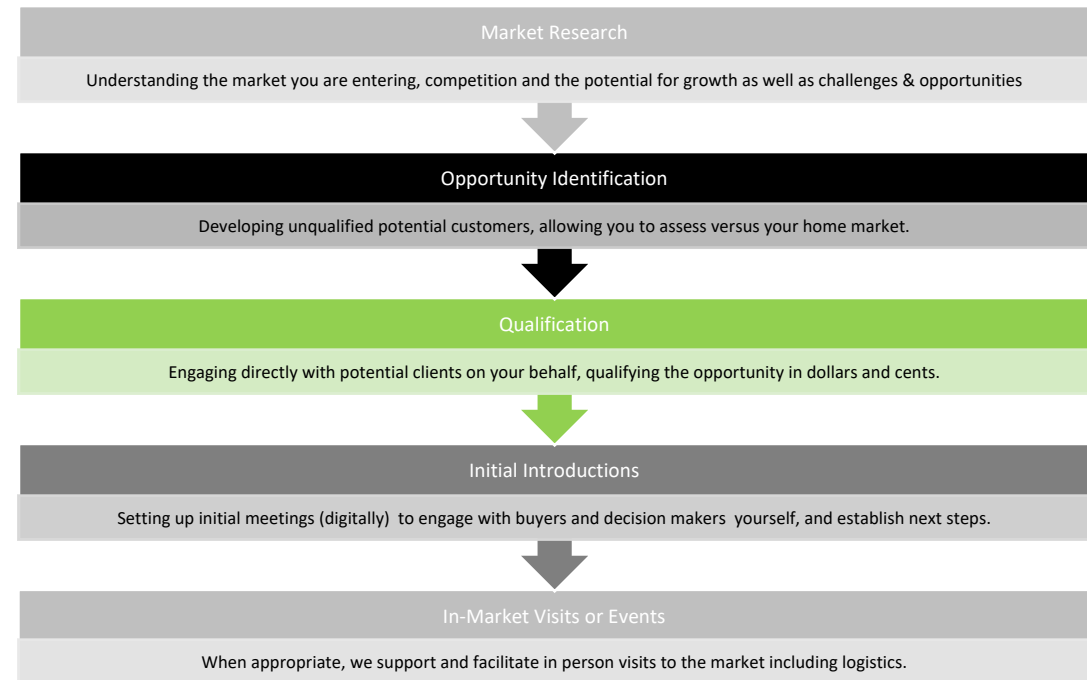
With more than a decade in the global economic development industry ExportExplore provides support and guidance to companies who want to do business in Ireland and the United Kingdom. Our support has generated millions of dollars in export revenues, as well as creating thousands of new jobs at home, and abroad.





Andrew Cowan, CEO & Michael McKeown,
Owner of Matt D'Arcy Irish Whiskey

We support Your Journey



Supporting ongoing activities, vetting potential partners and introducing professional services.



Associations and Qualifications

Quality is at the heart of what we do to maintain that we hold memberships of :

- Chartered institute of Marketing
- Institute of Export & International Trade
- Institute of Directors, Ireland
- Institute of Strategic Business Development

Declan Barry's individual qualifications include:

- Visiting Lecturer at Ulster University & Belfast Met
- Masters Degree in Executive Leadership
- Institute of Global Leadership, Boston College
- Strategic Negotiation at University of Michigan
- Bachelors Degree in Global Marketing



Ireland, Strengths & Weaknesses

Strengths

- Flexible labour and goods markets
- Favourable business environment; attractive taxation
- Presence of multinational companies, particularly from the United States, which account for 22% of employment and 63% of value added in the non-financial market sector
- Presence through multinationals in high value-added sectors, including pharmaceuticals, IT and medical equipment

Weaknesses

- Dependent on the economic situation and tax regimes of the United States and Europe, particularly the United Kingdom
- Vulnerable to changes in the strategies of foreign companies
- Public and private debt levels still high
- Banking sector still vulnerable to shocks
- Uncertainties about future relations with the United Kingdom

United Kingdom, Strengths & Weaknesses

Strengths

- Hydrocarbon production covering three quarters of energy needs
- Cutting-edge sectors (aerospace, pharmaceuticals, automotive)
- Financial services
- Competitive and attractive tax regime

Weaknesses

- Uncertainties about the future trade relationship with the EU
- High government and household debt (120% of disposable income)
- Low productivity and lack of training that is not conducive to innovation
- Regional disparities between London and the southeast, and the rest of the country, particularly in terms of transport and energy infrastructure



Covid-19 Impact

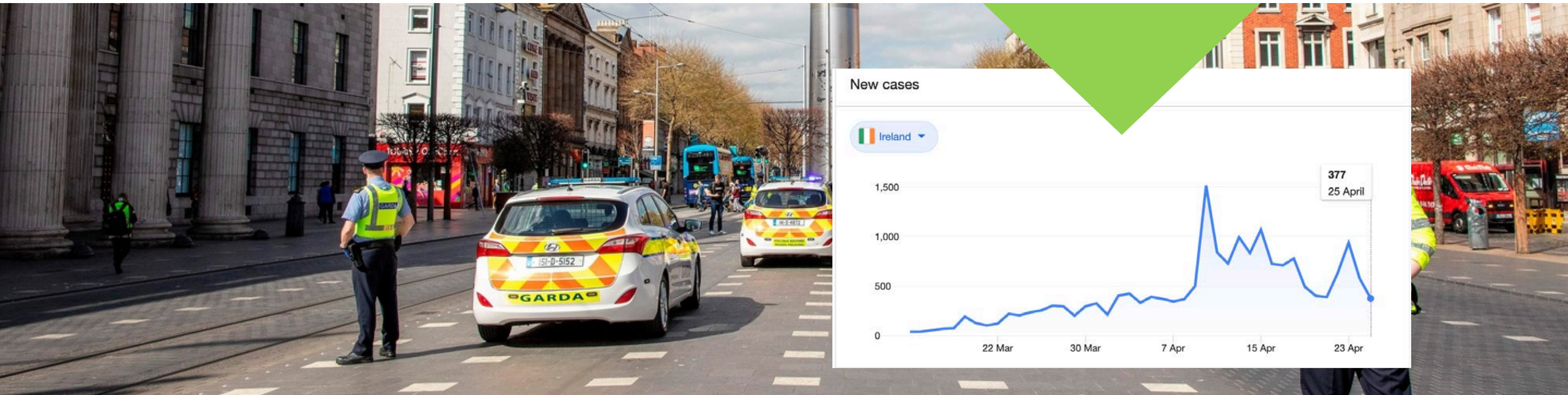
We cannot discuss the economic situation and opportunity without taking into account the impact of Covid-19, which has had a significant impact on the British Isles, as it has globally.

It is highly likely that traditional economic indicators will be off-prime for the foreseeable future, so let's focus on specific markets.



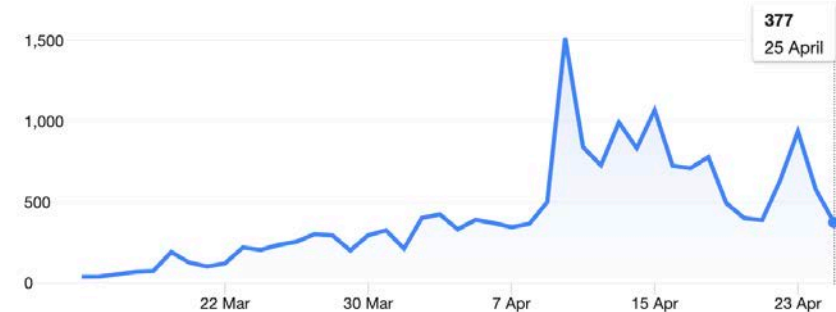
- Under the central estimate, GDP could fall by 10.5 per cent this year and domestic demand – a better measure of the economy we live in – by about 15 per cent.
- In terms of the macro outlook for Ireland, it expects the economy to contract by 6.8 per cent this year, before bouncing back strongly next year, growing by 6.3 per cent against a euro-zone average of 4.7 per cent.
- The coronavirus also hit Irish goods exports in February, as they dropped by almost €2.2 billion. Central Statistics Office figures show goods exports fell by 16 per cent to €11.6 billion in February.

Irish Covid-19 Situation



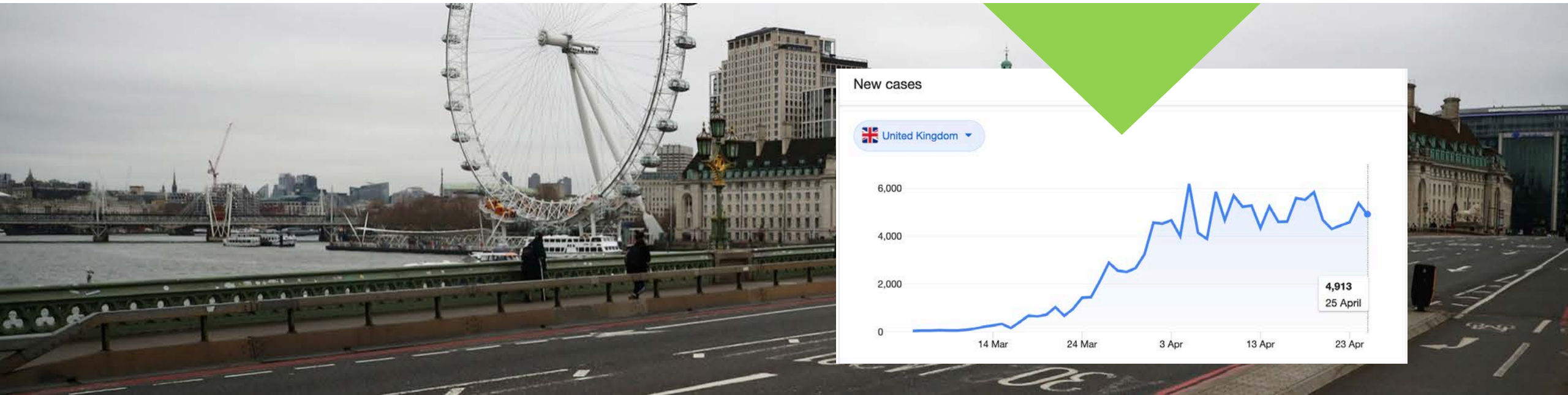
New cases

Ireland



- UK Government has announced plans to extend the COVID-19 lockdown period by at least another three weeks, taking us up to 8 May.
- An ONS survey conducted between 25 March and 5 April shows around 25% of businesses have either temporarily shut down or paused trading.
- Among businesses remaining operational, more than half indicated that business turnover was lower than pre-COVID-19 levels.

UK Covid-19 Situation

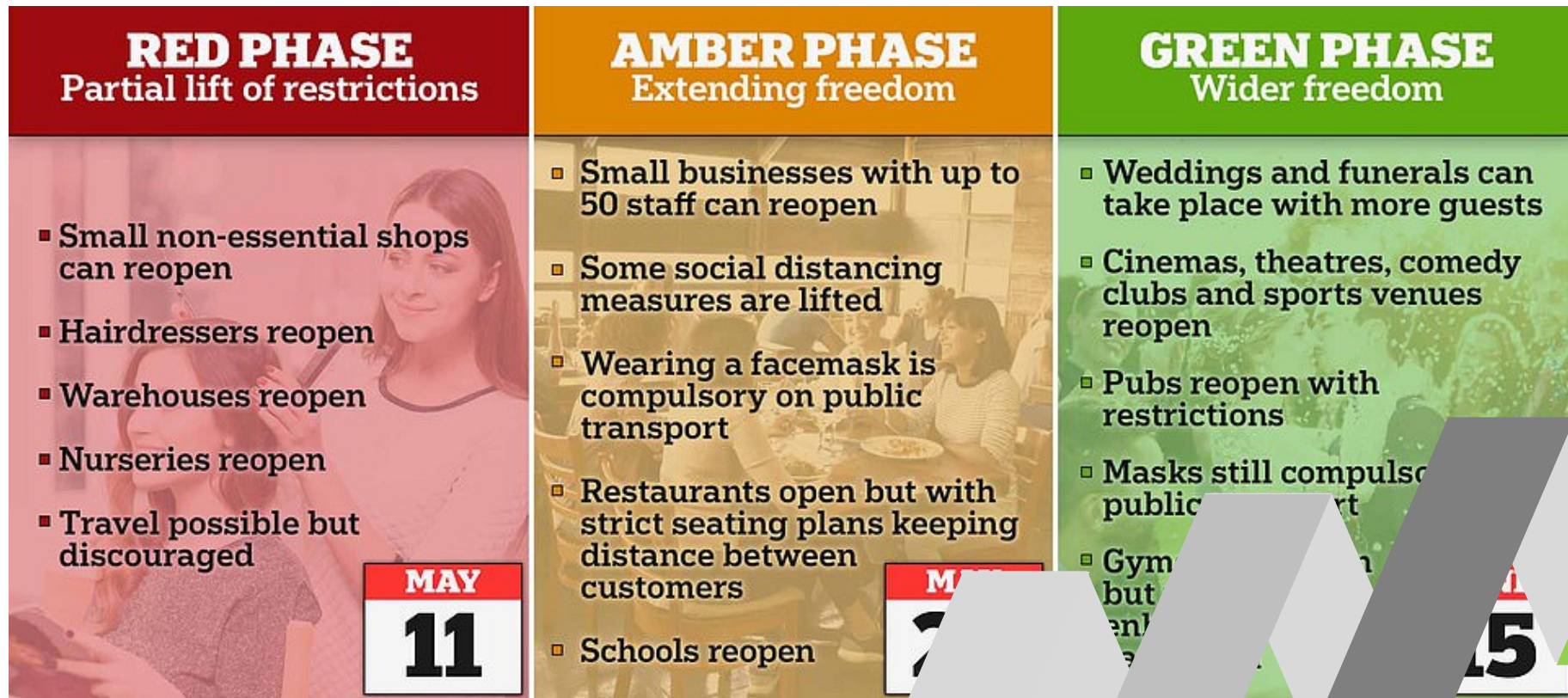


New cases

 United Kingdom



Gradual Release of Restrictions Expected



Slow & Steady



Positioning for Opportunity

- 2020-BC (before Covid-19) The UK was working through the BREXIT process, and it still is. UK firms are eager to develop relationships with US firms and find alternatives for EU supply chain.
- Ireland (including Northern Ireland) is working hard to establish itself as the natural landing point for North American companies wishing to do business with Europe for the first time.
- As both jurisdictions are Islands, with diminished manufacturing in favor of financial and service industries, they require high levels of imports to survive. Manufacturing which does take place, is high value and has space for supply chain.

Opportunity: Health & Life Sciences

Medtech companies have the potential to drive efficiencies and tackle challenges by applying solutions such as IoT, machine learning, additive manufacturing, and augmented reality.

- The demand for small-volume, personalized medicines is driving operations away from large-scale bulk production to facilities that require meticulous tracking.
- Large tech companies are new partners bringing computing power, manufacturing analytics, and advanced supply chain control towers to provide operations agility and better decision-making.
- Cloud computing could help leaders collaborate with other biopharma companies, smaller biotech companies, research laboratories, and academic institutions across the globe.



Opportunity: ICT & Digital Technology

Artificial Intelligence: AI is so much more than chatbots and email personalization. Machine learning and deep reinforcement learning are poised to change entire industries.

Cloud: necessary for the processing of all the data being collected and synthesized in digital transformation.

CX and UX: It's no longer "what could we make," but "how could we improve/engage/enhance" the experience customers are having with certain products?

Data Driven Decisions: The business marketplace is moving toward data-driven decision making, and high-tech companies are responding by creating the processes and abilities to process data reliably in real-time.

AR, VR and MR: AR has found a foothold in the business world, I think we'll see a shift toward finally bringing VR and MR to the consumer forefront.

Blockchain: continued focus for high-tech companies in their product and service development efforts.



Opportunity: Agri, Food & Drink

Throughout the UK – and especially in Northern Ireland – farm business incomes, particularly in the beef and sheep sectors, are currently dependent on direct and indirect support from Common Agricultural Policy (CAP). Current research by AFBI Economics is analysing the economic impacts of Brexit on the agri-food sector at UK level and individually for Northern Ireland, England, Scotland and Wales.

Product / Commodity opportunities exist for:

- Cereals and cereal Preparations
- Dairy products and birds' eggs
- Meat and meat preparations
- Beverages
- Coffee, tea, cocoa, spices and manufactures



Opportunity: Construction & Infrastructure

Whilst the Conservative's £100bn long-term programme will increase the pace of delivery of schools, hospitals and other vital infrastructure (HS2), it should also create a firm foundation for much needed industry transformation.

Key projects awaiting sign-off in 2020 include:

- MSG Sphere, London
- Salford Media City Expansion, Manchester
- Commonwealth Games, Birmingham
- Hinkley Point C, Somerset
- HS2



Opportunity: Legal & Advisory Collaboration

The legal, accounting and advisory community continue to be a cornerstone of the international growth programme. They provide the trusted guidance that companies depend on, and relationships on either side of the Atlantic, add significantly enhanced function and knowledge.

We have been delighted to facilitate the development of new and existing relationships between Delaware law firms, and their contemporaries in Ireland and the United Kingdom.



In Summary

WE are here, to SUPPORT YOU

It is difficult to look beyond the current economic circumstances, and while it is vital to understand them, there is massive opportunity to service industries that have been growing in the UK and Ireland over the previous decade, and it is highly likely the position of strength they enjoyed prior to Covid-19 will be restored within a reasonable period.

1. Understand your market

2. Identify potential clients

3. Get YOU in front of them.





Thank You

Declan Barry, Director

Authorised Trade Representative, Ireland & United Kingdom

Telephone UK: +44 028 90912821

Mobile: +44 07545 394694

Email & Skype: declan@exporthexplore.com